

INTERNATIONAL MARKETING

MASTER'S SPECIALISATION



In today's global economy, businesses and people are crossing borders faster than ever. Marketers are, therefore, required to think globally and to be aware of the latest internationalisation and marketing trends. As a specialist provider of global business studies, the International Business Centre at Aalborg University teaches this highly competitive international MSc specialisation programme in International Marketing (IM), uniquely encompassing classic international business economic theories with new media and marketing trends in a practical context.

The programme leads to a Master's degree in Economics and Business Administration with specialisation in International Marketing.

ACADEMIC CONTENT

This two-year programme enhances the students' ability to analyse and evaluate companies' opportunities in the global market. It helps them understand customer behaviour in an inter-cultural context and prepares them to consider the potential of the internet as a driving technological trend when creating marketing strategies, plans and actions.

Theme of the first semester is Consumer Behavior and E-Marketing in an international context with courses in:

- Strategic Marketing and Consumer Behaviour
- E-Marketing/E-commerce
- Semester Project: International Marketing in a Theoretical and Methodological Perspective including a course in research Methodology.

Theme of the second semester is Executive decision models in international marketing context with courses in:

- International Branding and Marketing Communication
- Elective 1: Export Marketing
- Elective 2: Contemporary Issues in International Marketing
- Semester Project: Application of Quantitative and/or Qualitative Methods in Solving International Marketing Problems.

ABOUT THE PROGRAMME

ADMISSION REQUIREMENTS

A Bachelor's degree in Business Administration or the equivalent is required.

English language qualifications comparable to an 'English B level' in the Danish upper secondary school (minimum average grade 02), e.g. IELTS 6,5 or TOEFL 88/650.

Guest/exchange students are expected to have a minimum of three years of study within the field of general business administration and, depending on which semester they apply for, some theoretical knowledge and/or relevant practical experience in international marketing.

RESTRICTED ADMISSION

Selection for admission is based on the following criteria:

- Achieved qualifications
- Achieved grades in the qualifying Bachelor's degree

CITY

Aalborg

LANGUAGE

English

JOB POSSIBILITIES IN

- Marketing Management
- Social Media Management
- Global Advertising and Communication
- International Research Analysts
- International Relationship Marketing
- International Public Relations Specialist
- International Consumer Behaviour
- Research.

FURTHER INFORMATION

Website:

KORTLINK.DK/AAU/HTTQ

Student Counsellor:

EBA-COUNSELING@BUSINESS.AAU.DK

General Student Guidance:

INCOMING-STUDENT@ADM.AAU.DK
(+45) 9940 9440

How to apply:

WWW.APPLY.AAU.DK



AALBORG UNIVERSITY
DENMARK



During third semester students must choose between one of the following four options:

- A traineeship with a company/organisation abroad or in Denmark
- Studying for one semester as an exchange student at a university abroad
- Studying for one semester at another Danish university or at another programme within Aalborg University
- Working on a project in Denmark.

During the fourth and final semester, students will undertake the writing of their Master's thesis.

JOB & CAREER

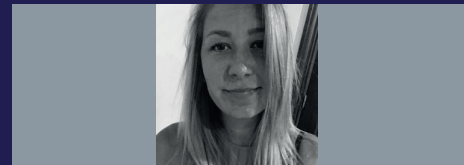
The International Marketing programme offers individual students an opportunity to have clear-cut profiles upon graduation. This is done through encouraging students to base their study activities, (especially the semester projects) on issues of their preference.

Having a clear-cut profile strengthens students' ability to convince future employers about their skills and competencies. Many of our students have worked towards one of the following profiles:

- Marketing Management
- Social Media Management
- Global Advertising and Communication
- International Research Analysts
- International Relationship Marketing
- International Public Relations Specialist
- International Consumer Behaviour.

As an international business graduate you can pursue careers in:

- National or international organisations (multi-national companies)
- The private sector (large companies, banks and financial institutions or consultancies)
- National or international research institutions and universities (e.g. a PhD programme).



YOU LEARN A LOT ABOUT THE WORLD

First of all, it is interesting to study International Marketing because you learn a lot about the world. It is an international course and most of the students are from different countries. This makes the program interesting because you learn about other cultures at a theoretical level but you also learn to work together with people with a different culture.

I have always been interested in marketing and how to influence the consumer, and in what way you can influence them. Therefore I chose to study marketing. Moreover, I wanted to study an international program, because I wanted to be better to write and speak English.

If you want to be challenged in a new language and different cultures, this is the right course to take. Moreover, the lectures are very interesting first of all it is not only about marketing as many think, but is so much more. You learn about different strategies you can use in a company, how to understand the customers and so on.

**STEFFIE FJELDAL JAKOBSEN
(DENMARK)
MSC. INTERNATIONAL MARKETING**

